



MAKING A DIFFERENCE IN COMMUNITIES WE SERVE AND HOW WE COMMUNICATE

Tom DiNardo
Wegmans Food Markets

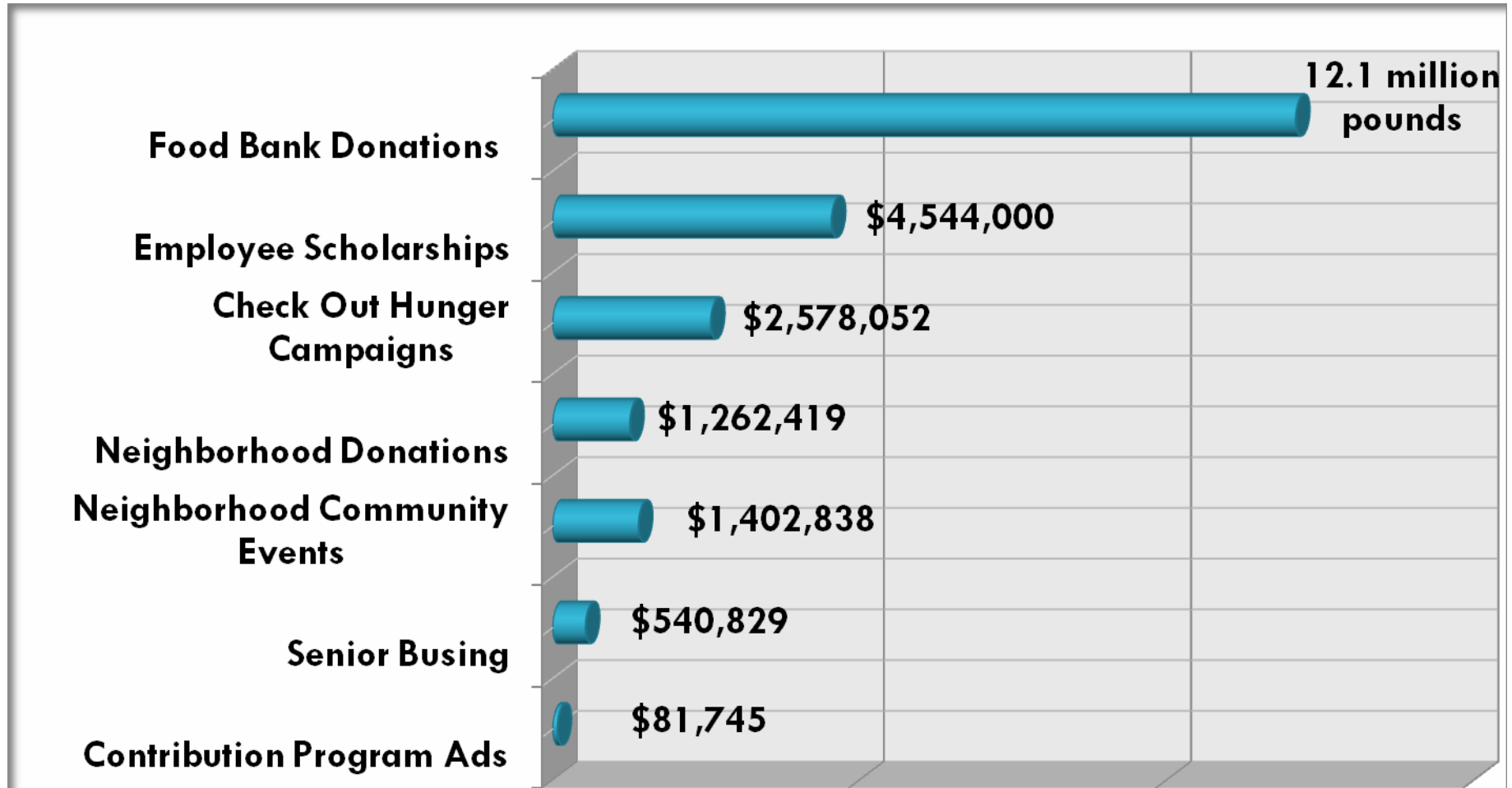
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Our Community Initiatives



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NYS Giving in 2010



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Check Out Hunger Campaign & Eat Well. Live Well



eat well. live well.
2011 challenge

strive for
5 cups
of fruits & vegetables



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What can you do to help?

- ✓ **Be aware** of what's important to us. **Stay connected** to us.
- ✓ When we have **common causes** to support in the community we will be sure to help, especially around areas of **health & wellness**.
- ✓ Our long-standing belief has been doing **lots of little things and a few big ones**.
- ✓ We have to **be relevant** in every community we are in, thus much of that decision making is **decentralized** in our stores, because they know what's important in their community.

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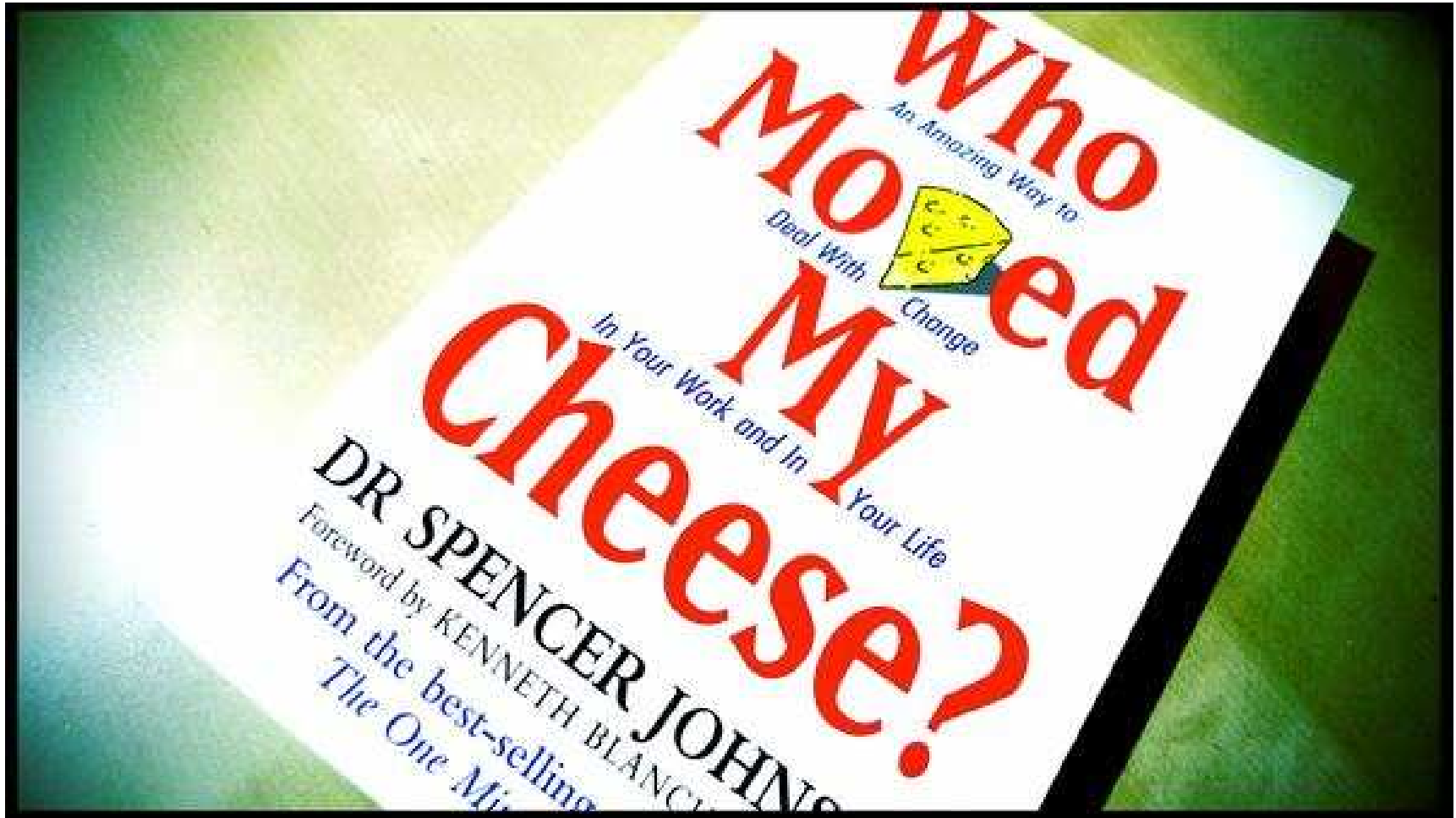
We're often asked...

**What's the secret to
our success?**

We listen.

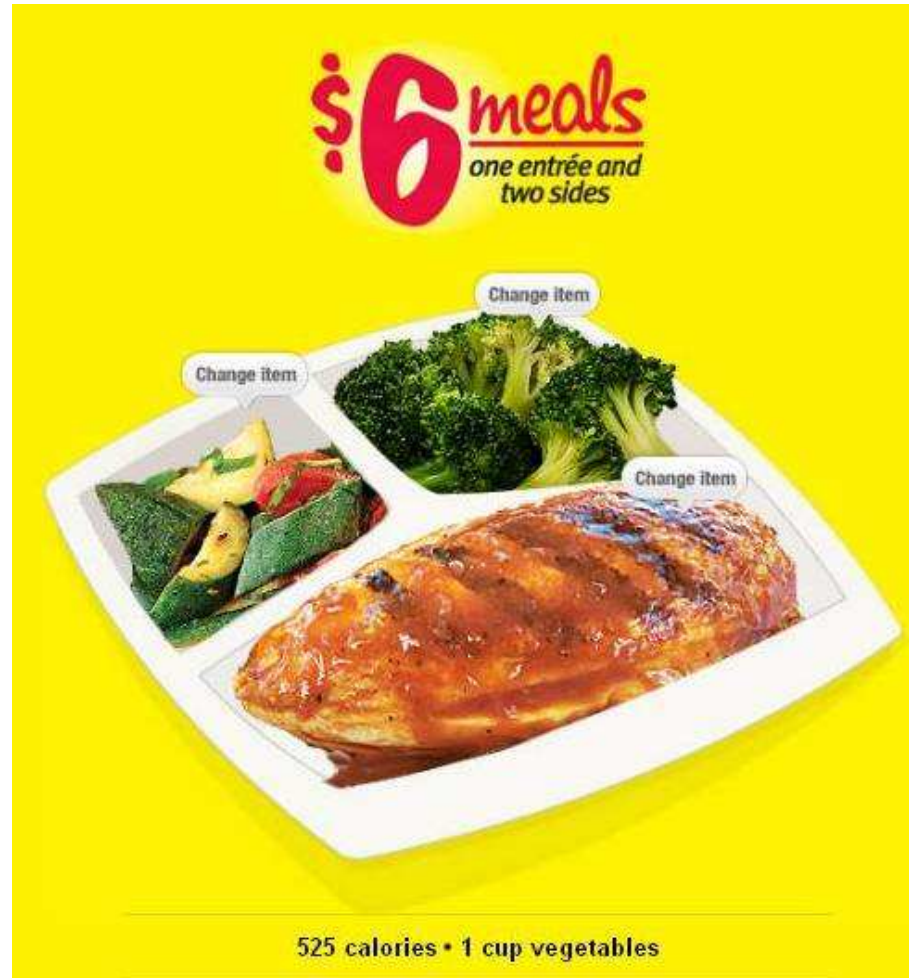


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Have you had a \$6 meal?



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The Hunt Valley Story



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What customers had to say...

“Not only are the Wegmans products delicious, but more often than not, they are more budget friendly than not only other store brands, but the name brands as well. I used to stock up on canned goods in January at other stores when they were on sale, but don’t even bother any more as your consistent prices are habitually better than their sale prices.”

- Lisa, from New Jersey

“We have been trying to eat healthier and Wegmans is the only store to shop that will keep us on track. We love all the fresh fruits and vegetables, especially the fact that we can purchase them already prepared for eating and cooking along with the ability to go online for recipes to help us stay healthy.”

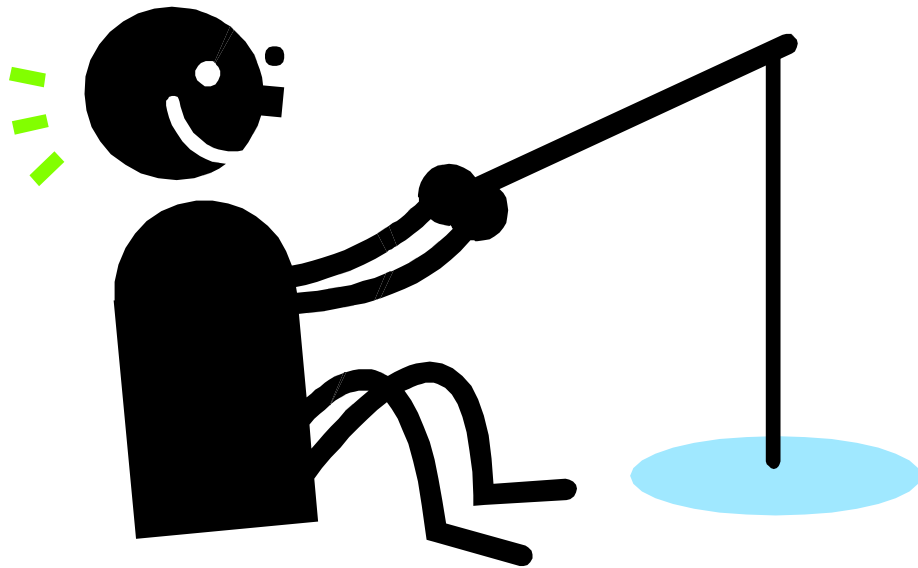
-Rachael, from New York

“I have been a big fan of Wegmans’ Consistent Low Prices strategy, and this new announcement makes it even better. I used to hate having to check the Sunday news insert for prices and having to run around to different stores to get the best “deals”. Now I shop only at Wegmans, largely because of their “buy what you want, when you want it” philosophy.

-Tom from New York (no that’s not me 😊)

The logo for Wegmans, featuring the brand name in a stylized, cursive script font.

Our customers want to talk about us and to us.
And we want to listen and learn and share.



We know where they are
doing this.

- ▣ 10% on Twitter
- ▣ 60% on Facebook
- ▣ 20% on Blogs

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We listen on Twitter...



New Store Requests Product Requests Recipe Reviews Product Reviews Customer Service Praise or Complaints

thanks @wegmans for the recipe: black bean cakes w/chipotle corn sauce. yum.

<http://twitpic.com/53v9hg>



@wegmans What's the first thing you recommend trying/buying/doing - as someone who has never set foot in a Wegmans before?

We responded.....

Our \$6 meals :-)

We share our Point of View on our Blog...



- **We Shared:**
Our pricing philosophy straight from Colleen Wegman's voice
- **We Showed:**
Customer comments we received on our blog describing value at Wegmans
- **We invited customers to join the conversation**

Share Your Views on Value at Wegmans 47
Share

Written by: Colleen Wegman on February 22nd, 2011
Filed under: Fresh Off the Press

★★★★☆ 17 Votes



As you've probably heard in the news, food and commodity prices continue to rise. We're very concerned this will cause budget difficulties for many of our customers. So today, we commit that 40 products families buy most will not change in price through the end of 2011. That's what we mean by Consistent Low Prices. We hope this helps you and your family in planning your weekly food budget.

We are always looking for more ways to help you get easy, healthy and affordable meals on the table.

Recently on our blog, many of you shared



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Japan Example



- **We Shared:**
Our Point of View
- **We Showed:**
Photos from our Chef Team's trip before the earthquake
- **We invited** customers to join us in helping



Responding to the Crisis in Japan and How You Can Help

118



Written by Colleen Wegman on March 17th, 2011.

Filed under: Fresh Off the Press

★★★★☆ 42 Votes

When we first heard of the recent earthquake and tsunami in Japan, we really wanted to help in any way we could. We know that many of our customers and employees have family and friends over there. And we have several supplier-partners in Japan with whom we've built strong relationships—and friendships—over the years.

For decades now, we've been inspired by Japan's culture and spirit of innovation. Back in the 1980s, my dad took his first trip there to explore food trends. That visit inspired us in many ways, most recently to develop our green tea, sushi offerings and to begin experimenting with Asian cuisine. Many of our chefs and merchants have visited our suppliers in Japan to learn new cooking techniques and increase their product knowledge. When news of the disaster broke, our people went straight to the phones to contact our friends and make sure they were OK.

Hours before the first earthquake hit, several of our Sushi chefs returned home from a learning trip to Japan.



Wegmans Sushi Chefs with one of our supplier-partners from Uonki, in the south of Japan getting ready to board a boat to see some tuna farms on March 1st, 2011

listen

stories

learn

We think of our customers
as our friends...
and *how do you connect
with your friends?*

share pictures

what's on your mind

Wegmans

Stay Connected with Us.



It's *Wegmans*, your way.

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